

## REPUBLICAN TICKET.

STATE

Governor

John K. Tener, Washington Co.  
Lieutenant Governor  
John M. Reynolds, Bedford Co.  
Treasurer  
C. Fred Wright, Susquehanna Co.  
Secretary of Internal Affairs  
Henry Houck, Lebanon Co.

COUNTY

State Senator  
Clyde Chas. Yetter, Bloomsburg.  
Representative in Assembly  
M. W. Reeser, Colley.  
Election Day, Tuesday, Nov. 8.

## Local Items.

Brink's ad is corrected weekly.

T. J. Ingham made a trip to Williamsport on Monday.

Philip Peterman of Nordmont, was a Laporte visitor Sunday.

St. John's Church, (Episcopal) Regular Service 7:30 p. m.

Miss Lizzie Ford off Lestershire, N. Y., visited friends here Saturday.

Edward Taylor of Sonestown, transacted business in Laporte on Wednesday.

Eunice Ingham is spending a few days at the home of E. V. Ingham in Eagles Mere.

Mrs. F. M. Crossley is the owner of a new piano which was presented to her by her daughter Maude.

Miss Dolly Crossley, who has been spending some time in Wilkes-Barre returned home last week.

Miss Sarah A. Rogers of Lincoln Falls, has been spending a few days with her sister Mrs. Albert F. Heess.

C. W. Sones, candidate for State Senator, was in town Wednesday morning on his way to his Celestia operations.

The annual excursion from Muncy to Lake Mokoma will be run on Saturday. It is expected this will be one of the largest of the season.

Josiah Pyle of Kenett Square accompanied by his son, a teacher in New York City, arrived at the Mountain House this week to spend the summer.

Misses Bessie and Mary Rogers of Lincoln Falls, were in town on Wednesday morning on their way to Eaglesmere, where they are employed at "The Raymond" for the season.

Mr. and Mrs. W. D. Edmister of Binghamton, N. Y., and the gentleman's mother, Mrs. Eliza Edmister of Brooklyn, N. Y., are spending the summer in the Cheney cottage.

A new path through the woods to the lake is being built by the Mokoma Co. This will be a great improvement as people walking to the lake at the present time are obliged either to wade mud or scuffle through sand as the condition may be.

John W. Reynolds and wife and Miss Keeler, who have been visiting at T. J. Keeler's left Saturday for Tacoma Wash. A card from Canton informed Mr. Keeler that they made the run from here in Mr. Reynold's automobile in three hours.

As affording some idea not only of the prevalence of tuberculosis but also of the strenuous and pathetic effort to recover from its ravages is the authoritative statement that every year some \$15,000,000 are spent by victims for relief, but frequently work incalculable harm.

Laporte has been made a sub-station of the State Constabulary and a detachment consisting of three police from Troupe B., have been stationed here for the summer. The arrival of these officers is the result of a petition from the citizens of Laporte who will be glad to have them handy in case of illegal action an anyone's part.

Frances Moran is visiting Scranton friends.

Dr. Daly of Dushore, spent Tuesday in this place.

George Uppmann went to Dushore Monday where he is painting.

John Bower and Lee Bair of Muncy spent Wednesday in town.

Mrs. Wm. Moran and children of Muncy Valley spent Tuesday in Town.

Miss Anna VanDyke of New Albany, spent Thursday with friends in Laporte.

Mae McDermott of Philadelphia, is the guest of her aunt Mrs. A. H. Buschhausen.

Elizabeth Farrell of Dushore is spending a few days with her sister Mrs. Leo Fries.

Samuel Kostendaber has returned from an extended visit at Milton, New Columbia and Montgomery.

Mrs. Virginia L. Shimp wife of the late editor of the Hughesville Mail, is publishing that paper in a very creditable manner.

Mrs. J. A. Roberts, accompanied by Miss Verna Gumble have returned from a visit with friends and relatives in Tuukhannock.

Masters Chas. Moran of Muncy Valley and Bud Bigger of Eagles Mere, are visiting their grandparents, James Moran and wife.

Messrs. Bray and Featherby have opened a photograph gallery in the Stormont store building, and will be in town for a couple of weeks.

Mr. and Mrs. George E. Backus and Miss George Backus of Scranton, and Boyd C. VanFleet of New York, are guests at the Cheney cottage.

Mrs. James Brown and children have returned to their home in Lebanon accompanied by the lady's sister, Adda Ritter, who will spend the summer there.

Messrs. Ballentine, O'Neill, Carroll, and Cunningham of Dushore, spent Tuesday in Laporte. The three latter gentlemen assisted us in trimming Sunbury.

Col. J. H. Horton with his wife and daughter, Mrs. Trowbridge, took dinner with Ellery P. Ingham on Wednesday and visited Lake Mokoma. The Colonel is a veteran of the Civil War, having entered as Captain of a Company in the 141st Regiment at the beginning of the war. He fought in nearly every battle in which that regiment was engaged and was promoted step by step until he commanded the regiment. Col. Horton is now engaged in a prosperous business in Buffalo.

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On Saturday morning a cow belonging to B. F. Hess of Laporte Township, was struck by the south bound morning passenger train on the W. & N. B., and instantly killed. Mr. Hess was driving the cow to pasture and did not hear the whistle of the approaching train and was taken by complete surprise. An effort was made to stop the train before hitting the animal but to no avail.

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Clarence Freas and Elmer Beauchamp of Altoona, visited L. K. Freas and family last week.

Charles Starr and Clyde Sheets and wives drove to Benton Sunday.

Clara Keeler of Williamsport, is visiting her sister, Mrs. R. W. Simons.

Opal Watson spent Sunday in Nordmont.

Cleon Starr visited his sister, Mrs. W. B. Hazen, at Nordmont Sunday.

There seems to be quite a demand for Sonestown ball players. Cleon Starr played with the Ricketts team Saturday and Arthur Basley with Laporte.

Aaron Christman and wife and Asher Christman and wife and Vilma Watson left Tuesday for a week's camping.

Harry Freas, who has been working at Altoona for some time, was home for a few days. Mrs. Freas accompanied him to that city Tuesday where they will reside.

Mrs. Martin Swank and children of Altoona, who have been visiting here for some time, have returned home.

Dr. C. D., and J. L. Voorhees and wives left Monday for a camping trip along the Loyalsock.

Corra Watson of Muncy, is visiting her uncle John Watson and family.

The friends of Mrs. Aaron Christman gave her a pleasant surprise Thursday evening.

L. J. Voorhees and wife autoed to Mokoma Sunday.

## ESTELLA.

Miss Lena Brencley of Roselle Park, N. J., visited friends and relatives here last week. Returning home Saturday, she was accompanied by Mrs. Potter Higley, who was a daughter in that place.

Mrs. Clara Warburton and daughter of Barnesville, N. Y. are visiting friends in this place.

The L. S. C. spent Thursday with the minister and family at the parsonage.

Charles Brackman, wife and son of Berrytown spent Sunday at William More's.

Esella Tigers will play ball at Eagles Mere Saturday if all goes well.

Misses Winifred Wheatley and Hazel Williams of Sayre, are visiting in this place.

It came within an ace of being a frosty Tuesday morning. Pretty cold for July.

J. W. Hess has been suffering with blood poison on his hand. Dr. Bradford is treating him and he is some better at present writing.

The Grangers are contemplating holding a picnic in the near future.

**In a Minority.**  
In 1747 John Brown was invited to become the pastor of a church at Hingham. There was but one opponent to his settlement, a man whom Mr. Brown won over by a stroke of good humor. He asked for the grounds of his opposition.

"I like you and your manner," was the reply, "but your preaching, sir, I disapprove."

"Then," said Mr. Brown, "we are agreed. I do not like my preaching very well myself, but how great a folly it is for you and me to set up our opinion against that of the whole parish."

The force of this reasoning appealed to the man, and he at once withdrew his objections.—Cleveland Leader.

**The Woman of It.**  
Mrs. Crawford—I don't see how you could join such a club when you don't believe in the object of it.  
Mrs. Crabshaw—You see, dear, it meets Mondays, and that's the only day in the week I had no place to go.

**First Prize.**  
Milly—Kitty got the prize for a dinner at our cooking class.  
Tilly—How proud she must be! What is it?  
Milly—A most useful book, "First Aid to the Injured."

**During the Siren Yell.**  
First Laborer.—How do you like them college boys' yells?  
Second Ditto—I got docked an hour yesterday, taking it for the quit whistle.

**Feared Worse.**  
Mr. Windbag—That room of mine reminds me of a barn.  
Hotel Clerk—I'm greatly relieved.  
Mr. Windbag—Why?  
Hotel Clerk—I was afraid it reminded you of a story.

**The Fourth Time.**  
"Thrice armed is he who hath his quarrel just," he murmured, apropos of nothing.  
"Yes," said a friend standing by, "but four times he who gets his blow in first!"

**In Desperate Straits.**  
"What do you think of a man with a rip in his coat and only three buttons on his vest?"  
"He should either get married or divorced."

**Important.**  
Mrs. O'Toole—Phwat dy yez think, Pat? Here's a moon mentioned in the paper as afther shoon't his wife and himself.  
Pat—Shure, which did he kill first?

## MAN'S DEBT TO THE HORSE.

A Docile, Willing, and Useful Servant for Ages.

Of all dumb brutes the horse is the one which most deserves the gratitude of man. It has been his docile and willing servant for ages. It has helped him to conquer the reluctant earth. It has eased and aided him in the dull business of getting a living. It has played a greater part in human progress than many a race of men.

Until man had made the horse his servant and ally, the thing that we now know as civilization was out of his reach. The mere labor of getting his daily bread consumed all of his energies. But when the first plow-horse threw its weight forward a new era dawned for humanity. Thereafter man began to have leisure to plan and dream. Life became to him less a matter of muscle and more a matter of mind. It was then that progress really began.

The horse appeals very little to the theatrical sense. It is a silent, patient, undemonstrative beast, with little of the humanlike emotionalism of the dog. It does not dash into raging torrents to save its master's life; it is not a destroyer of burglars and kidnappers; it does not cuddle down on hearth rugs. One rarely loves a horse, perhaps, as one sometimes loves a dog. But in those drab but invaluable virtues which distinguish the honest friend and true comrade, willing to take his share of labor in the heat of the day, the horse is without a peer.

The day of the horse, say the prophets, is well nigh done. In another generation or two he will give way to soulless machines. We two-legged mortals will eat him, perhaps, or watch him race around a track, but we will no longer need him in our endless battle with the pitiless earth. So be it! Let him go—but let us not forget him. Time was when there were no devil wagons or gasoline engines, no locomotive or steam thrashers, and in that time man and the horse, laboring valiantly side by side, conquered continents and made the waste places bloom.

**Keeping Its Fishers at Home.**  
The peacock which Indiana scattered on the waters has begun to return to her. More than five years ago the state fish and game commission began systematically to stock the lakes and streams of that state with fish. Utilizing the many lakes in its northern part as breeding grounds, the commission succeeded in securing several million fish of desirable quality. These were then distributed about the various water courses and lakes of the state.

As a result it is now estimated that about \$3,000,000 is annually spent in Indiana by outsiders who go there to fish. It is quite likely that as much more is spent there by Indianians who previously went elsewhere for their sport. The cost of stocking the lakes was comparatively small. The handsome returns show that the money was well expended.—Chicago Tribune.

**The "Luck" of Peacock's Feathers.**  
The peacock's feathers superstition is nothing like so common as it used to be. Perhaps Whistler's celebrated Peacock Room helped to break it down. At any rate, Peacock's feathers are ordinary enough articles of decoration in many happy and placid homes. There are shops in London that keep these bringers of misfortune at a shilling a bundle. Did the superstition originate because of the reputed pride of the peacock, on the "pride shall have a fall" theory? Or is it that the "eye" of the feather is supposed to see undesirable happenings, which somehow get published upon the housetops? One rather feels that the beautiful tail was nature's compensation to the bird for giving it the most abominable of all voices.—London Chronicle.

**No Nickname with J.**  
What you want to do for that kid," said the old bachelor, who had backed off suspiciously from the new baby, "is to call him something that can't be nicknamed. The way to do that is to give him J for a middle initial. I have made a study of proper names and their nicknames, and I have figured out that there isn't one chance in a million of the boy whose middle name begins with J ever being nicknamed. Positive immunity is guaranteed by William J. Just cast your eye over the William J's you have heard of, and see if one of them is ever called Bill by any except the hopelessly jocular, and even they don't dare say it to William J.'s face."

**Music of the Stone Age.**  
The reproach that England is not a musical nation will be no longer heard after the Army Pageant is produced next June. Mr. Christopher Wilson will shatter the illusion. He is going to reproduce the music of the Stone Age by means of "marrowbones struck with flints, the hollow bone giving out a curiously resonant note." The same instruments struck with knives will produce a "melodious concord" representative of the Iron Age.

**Chloroform Zoo Animals.**  
The practice of cutting the claws of the more ferocious animals of the London zoological garden has recently been greatly facilitated by chloroforming the animals. Heretofore it was done by sheer force by a squad of men, the animal being first secured by ropes.

**Take Notice.**  
"Agents and cyclones," observes a wise Kansas editor, "should be dodged; you can't bluff them."—Kansas City Star.

## Summer Knit Underwear.

If you have light Summer Underwear to buy, we are showing some values that are cheap.

Ladies' low neck, short sleeves and sleeveless vests, 10c, 12c, 15c, 25c. Ladies' fine Swiss ribbed gauze vests, extra value, for 50c to \$1.00. Mens' halbrigan shirt and drawers, shirts have either long or short or long sleeves, for 25c to 50c. Children's summer knit underwear in all qualities and at right prices.

## Corsets For All Figures

Every figure has its appropriate corset. Our sales ladies use the greatest care and the utmost patience in securing the right corset for the right figure. Some brands are suited to stout figures, others to slender figures. Try us for your next corset.

Curtain Nets, 12 1-2c to 75c. White Dress Skirts, 95c. Ladies' Petticoats, 50c. Misses' Long Coats, \$5. Linene Coat Suits, \$2.95. White Shirt Waist \$1.95. Children's Wash Dresses, 95c. All Qualities of Umbrellas.

## Ladies' Black Petticoats

Made from Mercerized fabric that has the finish of Heather-bloom and will wear just as long. They have a deep corded and ruffled pounce. \$1.00, \$2.25, \$1.50 and \$2.00.

## SHOPBELL DRY GOODS CO.,

313 PINE STREET,  
WILLIAMSPORT - PENN'A.

# JOB Printing

The best is good enough for anybody. It is not too good for you. You get the best  
At This Office

## Short Talks On Advertising By Charles Austin Bates.

No. 26.

How do you expect your advertising to pay unless you give it proper attention? You wouldn't plant seed in a garden and never look at it again. If you did, the chances are that it would never grow into the fruit-bearing stage of development.

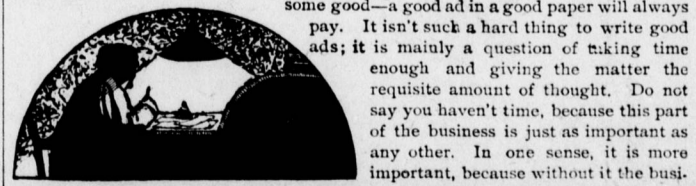
I saw a notice the other day of an advertisement which had been run continuously in identical the same form since 1866.

That advertisement may have done some good, probably did; but to bring really adequate returns, advertising should be freshened by frequent changes of copy.

I have recommended frequent changes to a man, who said: "Yes, but our newspaper charges us extra for composition if we change our ad oftener than once a week"—or once a month, as the case might be.

That doesn't alter the case at all. The advertisement should be changed, and if it costs a little more, it costs a little more, and that's all there is of it. It will pay to pay the additional charge.

A shrewd advertiser said to me recently: "I like to advertise in papers which charge a good, stiff, extra rate for display and for the insertion of cuts. The fact that they do this prevents a good many people using them, and as a consequence, my ads are very much more prominent, for I always pay the extra price and use the cuts and display." Advertisements should never be prepared in a hurry. There ought to be some particular time set apart in each day, or each week, for the consideration of this question. Do not wait until the last minute, and then write something hurriedly, running the risk of making mistakes, and with almost the certainty of failing to get a really good announcement. A bad advertisement in a good paper may possibly do some good—a good ad in a good paper will always pay. It isn't such a hard thing to write good ads; it is mainly a question of taking time enough and giving the requisite amount of thought. Do not say you haven't time, because this part of the business is just as important as any other. In one sense, it is more important, because without it the business cannot amount to very much.



"It isn't such a hard thing to write good ads. It is mainly a question of taking time enough and giving the matter the requisite amount of thought."

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